



— FEATURED CASE STUDY

Vic Metro Bin Hire

Winning a Price War Without Racing to the Bottom on Price

GOOGLE ADS · MELBOURNE, VIC · SKIP BIN & WASTE REMOVAL

4x

MORE CONVERSIONS

-40%

COST / CONVERSION

10x

MORE IMPRESSIONS

3 WKS

TIME TO TURN AROUND

The Business

Vic Metro Bin Hire runs skip bin hire across Melbourne, out of a licensed transfer station in Sunshine North. Mini bins for a spring clean up to hook bins for a demolition site, same day delivery, and they handle the council permit paperwork themselves.

I took over this Google Ads account about a month ago. Before that, it had been running for a while with almost nothing to show for it.

The Challenge

An inherited, underperforming account

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In the 25 days before I stepped in, the account produced 4 conversions at \$67.89 each. In another recent window, it managed just 1 conversion at \$50.91. Real spend, barely any return.

A straight-up price war

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Skip bin hire in Melbourne is a race to the bottom. The most searched terms are literally cheap bin hire near me and cheap skip bin near me, and most competitors are fighting to be the lowest number on the page.

Bigger brands owned the auction

VS

Auction insights showed established players like Westlink Bin Hire holding close to 19% impression share, with several more established names above 10%. Vic Metro was sitting under 10%, getting outbid and out-shown.

Nobody would say the actual price

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Almost every competitor pushed visitors toward a get a quote form instead of showing a number. That's standard practice in this category, and it was the opening I needed.

— MY APPROACH

Compete on Trust, Not on Price

With bigger names already winning the race to the cheapest price, undercutting them further wasn't a real option on this budget. So before writing a single ad, I pulled the account's auction insights report to see exactly who Vic Metro was up against and where the actual gap was.

Display URL, domain	Impression share	Overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Outranking share
ironmedicbinhire.com.au	< 10%	8.44%	74.12%	80.51%	17.62%	6.41%
chewabbinhire.com.au	< 10%	7.94%	57.50%	73.55%	12.69%	6.52%
joneskilbin.com.au	< 10%	3.97%	79%	91.54%	26.23%	6.63%
pronto-binhire.com.au	< 10%	11.12%	66.07%	73.53%	15.58%	6.93%
skatbin.com.au	11.33%	6.85%	82.81%	84.43%	19.94%	6.45%
bestpricebinhire.com.au	14.55%	9.63%	58.36%	77.19%	17.40%	6.40%
steelebinhire.com.au	< 10%	2.05%	37.73%	77.06%	12.86%	6.50%
steelebinhire.com.au	< 10%	3.28%	69.70%	79.84%	21.63%	6.68%
vestibinbinhire.com.au	18.54%	20.16%	68.97%	79.14%	22.36%	5.88%
steelebinhire.com.au	< 10%	16.88%	58.82%	70.57%	14.60%	6.55%
victoribinbinhire.com.au	10.73%	14.30%	61.81%	83.43%	18.28%	6.23%
nationalwidebinhire.com.au	< 10%	3.87%	46.15%	61.93%	17.77%	6.71%
waste.com.au	< 10%	8.24%	55.42%	72.98%	27.02%	6.52%
you	< 10%	—	—	64.13%	33.01%	—
vicmetro.com.au	< 10%	6.40%	10.23%	67.96%	71.23%	12.71%
hiteckbin.com.au	< 10%	8.84%	42.70%	63.65%	9.13%	6.58%
billiesbinhire.com.au	< 10%	3.57%	75%	84.66%	13.04%	6.60%

REAL AUCTION INSIGHTS REPORT — VIC METRO VS. THE COMPETITIVE SET

Finding the market gap

Every competitor in that report was doing the same thing: vague positioning, and a get a quote form standing between the visitor and the actual price. Nobody was leading with real numbers. That was the gap. Vic Metro already publishes fixed prices on its own site, so I built the campaign to say that out loud instead of hiding it like everyone else.

Rebuilding the message around transparency

Headlines were rewritten around one idea: no vague quotes, real prices. No Vague Quotes. Real Price. Upfront Fixed Pricing, No Hidden Fees. We Handle Your Council Permit For You. Instead of competing to be the cheapest, the account started competing to be the most honest, backed by same day delivery and local depot speed.

Landing page	Target location	Daily budget	Keywords	Negative keywords	Headlines up to 15 (Min 3-4)	Long Headlines up to 4, Min 3
https://www.vicmetro.com.au/services/bin-hire	Sunshine, Victoria, Australia		skips near me	01 Local to Sunshine, VIC West	01 Local to Sunshine, VIC — serving	01 Local to Sunshine, VIC — serving
	20 km around Sunshine VICradius		skip companies near me	02 Your Closest Skip Bin Hire	02 Your Closest Skip Bin Hire	02 Your Closest Skip Bin Hire
			small skip hire near me	03 Serving All Western Suburbs	03 Serving All Western Suburbs	03 Serving All Western Suburbs
	Exclude Locations		mini skip bin hire near me	04 Same-Day Bins Available Now	04 Same-Day Bins Available Now	04 Same-Day Bins Available Now
	Bacchus Marsh, Victoria, Australia		bin skips near me	05 Book Online in 60 Seconds	05 Book Online in 60 Seconds	05 Book Online in 60 Seconds
	Baywater, Western Australia, Australia		skip bin near me	06 No Vague Quotes. Real Price.	06 No Vague Quotes. Real Price.	06 No Vague Quotes. Real Price.
	Bendigo, Victoria, Australia		rubbish skips near me	07 Local Depot. Fast Delivery	07 Local Depot. Fast Delivery	07 Local Depot. Fast Delivery
	Bonoma, Victoria, Australia		cheap bin hire near me			
	Canun Downs, Victoria, Australia		cheap skip bin near me			
	Chelsea Heights, Victoria, Australia		mini skips near me			
	City of Kingston, Victoria, Australia		local skip hire			
	City of Whittlesea, Victoria, Australia		local skip bin hire			
	Clayton County, Georgia, United States		bins for hire near me			
	Craigieburn, Victoria, Australia		cheap skips for hire near me			
	Dandenong, Victoria, Australia					
	Dromana, Victoria, Australia					
	Epping, Victoria, Australia					
	Franklin City, Victoria, Australia					
	Gisborne, Victoria, Australia					
	Glen Waverley, Victoria, Australia					

THE ACTUAL CAMPAIGN BUILD SHEET — KEYWORDS, HEADLINES, AND LOCAL TARGETING

Hyper-local targeting, not broad Melbourne

Rather than bid across all of Melbourne like the bigger names, I centered targeting on Sunshine and a tight radius around it, with a specific exclusion list for suburbs outside the real service window. Smaller footprint, but every impression was a real prospect instead of wasted reach.

— PERFORMANCE

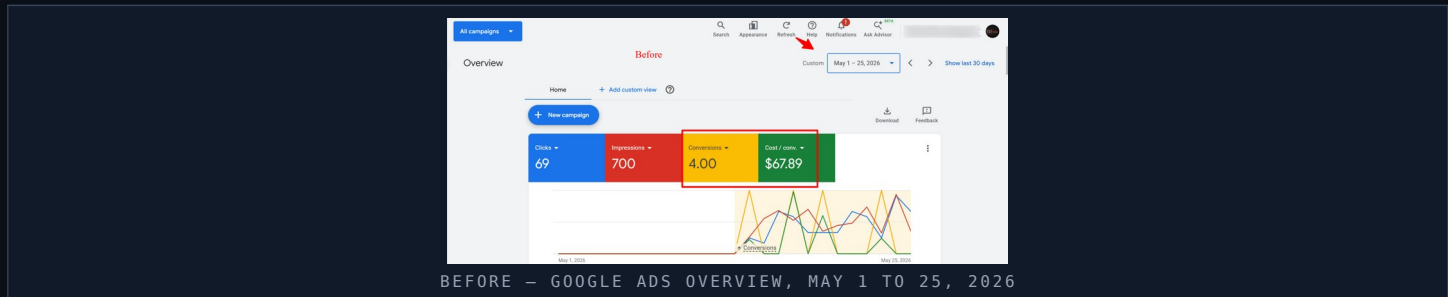
Before and After

Real Google Ads Overview screenshots from this account, pulled straight from the dashboard.

BEFORE I TOOK OVER

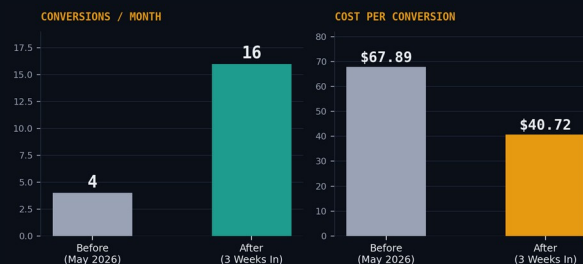
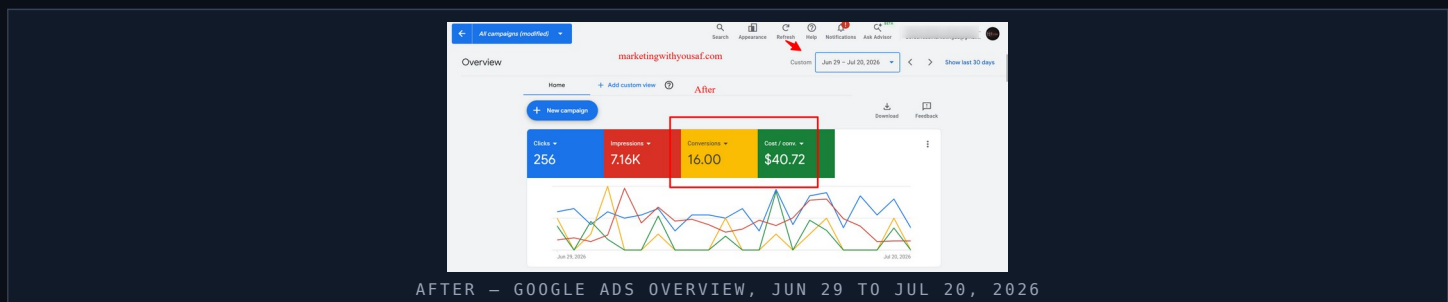
69 CLICKS (MAY)	700 IMPRESSIONS (MAY)	4 CONVERSIONS (MAY)	\$67.89 COST / CONVERSION
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A separate snapshot right before the handover was worse still: 18 clicks, 189 impressions, 1 conversion, at \$50.91 per conversion. Same story both times: real spend, barely any return.



AFTER, THREE WEEKS IN

256 CLICKS	7,160 IMPRESSIONS	16 CONVERSIONS	\$40.72 COST / CONVERSION
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In a category built around racing to the lowest price, this account grew impressions more than 10x and conversions 4x without ever touching the price. It won by being the only one saying the real number out loud.

Cost per conversion dropped 40 percent, from \$67.89 to \$40.72, at the same time volume went up. Usually one of those improves at the expense of the other. Here both moved the right direction together.

| - THE TAKEAWAY

You Don't Win a Price War by Getting Cheaper

Vic Metro Bin Hire couldn't out-discount the bigger names already dominating this category on price, and trying to would have meant burning budget to lose slower. The account turned around by fixing the actual problem: nobody in this market was being upfront, and Vic Metro already had the real prices to back it up.

Auction insights told me where the account stood against the competition. The pricing gap told me how to win anyway. In three weeks, that combination took it from 1 to 4 conversions a month at \$50 to \$68 each, to 16 conversions at \$40.72, with impressions up more than tenfold.

Where this stands now

The account is still early in its turnaround, one month in. The positioning and targeting are proven, so the next stretch is about building on that momentum and continuing to defend the impression share gained from bigger, better funded competitors.

Want results like this for your business?

I run Google and Meta Ads for service businesses, and partner with agencies as a white-label strategist.

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